

December 2019

Suncare - UK

“The UK suncare market is going through a challenging period. Not only is the market highly vulnerable to the UK weather, but sales are also influenced by outbound travel as there is still a perception that suncare is only needed on holiday. However, consumers are slowly taking suncare more seriously ...

Prestige Beauty - UK

“The prestige sector saw a 1% growth in value in 2018 as premium brands continue to have a high quality image among consumers. Indeed, usage of premium brands has shown a rise across all sectors, with fragrances remaining the most popular category. Bricks and mortar stores remain essential for both ...

November 2019

Beauty Online - UK

“The online beauty market has benefitted from a desire amongst consumers to experiment with new brands and products. However, competition is intense and the prolific discounting is expected to subdue market growth in future as consumers now expect to buy beauty and grooming products at a discounted rate when shopping ...

Consumers and the Economic Outlook - UK

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they'll be OK in ...

Diversity in Beauty - UK

“The beauty industry has taken strides in projecting a more diverse image in recent years; the ‘Fenty effect’ continues to reverberate through colour cosmetics and beauty brands have increasingly distanced themselves from stereotyping in advertising campaigns and when marketing products across beauty categories. However for a beauty brand to truly ...

October 2019

Spa, Salon and In-store Treatments - UK

“Growth in the spa, salon and in-store treatments market has remained strong as driven by the rise in the usage of some treatments. The outlook, however, is more challenging as ongoing political and economic uncertainty could impact consumer spend. Competition in the treatments market is also rising, which will make ...

Men's Attitudes towards Haircare and Skincare - UK

“Although men are engaged in their beauty and grooming routines and show high purchase of hair and skincare products, brands and retailers are still not capitalising on male interest in these categories. Despite high interest in male brands, mass-market retailers continue to have limited availability of male-specific lines. Men turn ...

September 2019

Vitamins and Supplements - UK

In-salon Hair Services - UK

Beauty and Personal Care - UK

“The strong focus on diet for health benefits and the growing availability of fortified and functional food and drink present major challenges for the VMS market, making it even more important for products to create compelling standout. Organic products, fun formats with exciting flavours and vitamins/supplements tailored to individual ...

“The in-salon hair services category is expected to show a 3% rise in market value in 2019 as added value and out-of-hours services encourage bookings. Whilst consumer confidence is up, an uncertain UK economy driven by Brexit could see people cutting back on ‘treats’ such as salon services. Expense is ...

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

August 2019

Fragrances - UK

“The market is estimated to decline by 0.8% to £1.48 billion in 2019 before a longer-term period of growth as consumers trade up to more sophisticated formats. Brands may need to consider ethical values, ingredient transparency or more unique benefits to differentiate from competitors and command a price ...

The Generation Z BPC Consumer - UK

“Generation Z are defining their own parameters of beauty and are not looking for external validations for their appearance. Self-expression is essential to this group, who are already involved in their BPC routines at a young age and buying their own products. Whilst much is speculated about the influence of ...

July 2019

Oral Care - UK

“Oral care routines rarely change for consumers, creating a challenge for brands that they need to overcome. However, consumer interest in their own health and wellbeing, and their understanding of how oral hygiene impacts on them emotionally means there is an opportunity for brands to insert themselves into regular consumer ...

Women's Facial Skincare - UK

“The market’s previous trajectory for growth has been short-lived, and the market is expected to decline to an estimated £1.16 billion in 2019. The move away from K-Beauty-inspired routines has been driven by women’s evolving interest in radiance and glow. Serums and oils are the formats chosen to create ...

Consumers and the Economic Outlook - UK

“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed

about what Brexit will mean for both their own finances ...

June 2019

Hair Colourants - UK

“The growth of temporary colour has not outweighed the decline of permanent colourants, and in 2018 the market dropped by 2%. The trend towards ageing naturally means permanent colourants must seek a new heartland, while younger consumers’ expectations for exciting and changeable looks give brands the opportunity to become the ...

May 2019

Colour Cosmetics - UK

“Value growth of colour cosmetics slowed down in 2018 as women showed evidence of reducing spend by purchasing products less frequently. Whilst the category remains an experimental one, lower-priced mass-market and budget brands are being used to experiment particularly in colour makeup, keeping the overall value down. With high interest ...

April 2019

Men's and Women's Beauty and Grooming Routines - UK

“Ease remains essential when it comes to beauty and grooming routines, highlighting the relevance of convenience-related claims. However, with enjoyment in the category being high, brands can innovate in solutions that offer more sensorial benefits to drive routines. Health and environmental concerns could impact the category going forward; consumers may ...

Hand, Body and Footcare - UK

“The growth of the market to £557 million in 2018 has been driven by bodycare as consumers don’t understand the need for hand and foot products. Innovation trends create a focus on all-purpose products, meaning brands must develop personality to differentiate. Links to wellness could work for footcare; feeding the ...

March 2019

Women's Haircare - UK

“Following a slight rise in value in 2016 and 2017, women’s haircare is in decline again as discounting and special offers impact buying behaviours, whilst the desire for more natural styles and focus on hair

Mother and Baby BPC - UK

“In 2018 the babies’ and children’s personal care products, nappies and wipes market fell by 3.4% to £680 million. The trend for naturals in beauty has driven parents to look for similar gentle solutions for

Beauty and Personal Care - UK

condition continues to negatively impact the styling segment. A reduction in recorded advertising spend suggests ...

their babies, expecting brands and retailers to deliver them with the same quality and ...

February 2019

Consumers and the Economic Outlook - UK

“Concern over the impact of Brexit is more severe than at any other time since Mintel started tracking this measure, including the initial shock in the immediate aftermath of the vote. Theresa May’s withdrawal agreement was the first glimpse of anything resembling certainty since Article 50 was triggered in March ...

Soap, Bath and Shower Products - UK

“Although the soap, bath and shower category is under some pressure, there are plenty of bright spots that point the way towards future growth. The success of Baylis & Harding in convincing consumers to upgrade to a more premium product shows that products can still benefit from creating differentiation in ...

The Generation X BPC Consumer - UK

“The industry’s focus on anti-ageing messaging towards anyone over the age of 40 has left Generation X feeling misunderstood. Ageing is still considered a future problem for many of these consumers, while their more pressing needs for convenience and personalised options are ignored. Mass brands retain the trust of Generation ...

January 2019

Beauty and Personal Care Retailing - UK

“The UK beauty and personal care market continues to be characterised by the polarised performance of the two core categories. Consumers continue to cut back on personal care, but are willing to spend on beauty. Health and beauty specialists have benefited from this trend, with robust demand for beauty fuelling ...

Feminine Hygiene and Sanitary Protection Products - UK

“The UK’s ageing population has helped to create a fast-growing incontinence products market. That rosy picture doesn’t extend to the sanitary protection and feminine hygiene categories, however. The former is contending with a long-term fall in sales, while the latter is struggling to really convince consumers as to what benefits ...

Brand Overview: BPC - UK

“The changing nature of wellbeing presents opportunities. While previously consumer focus may have been mainly about the impact of products on the body, we are already starting to see the mind take equal precedence. The inclusion of probiotics, adaptogens and aromatherapy claims to keep the whole body in balance could ...